

FLORICULTURE

The expanded wholesale value of floriculture crops produced in Washington in 2003 was \$103.5 million, an increase of 5 percent from 2002. Commercial floriculture operations utilized 10.8 million square feet of covered area and 1,721 acres of open ground in the production of floriculture crops in 2003.

A commercial floriculture operation is herein defined as any operation that produced and sold \$10,000 or more in floriculture crops during the calendar year. Data summarized in this section for grower numbers, greenhouse area, other covered area, and open ground represent all known commercial operations. Data summarized for cut flowers, potted flowering plants, bedding/garden plants, foliage plants, and flowering hanging baskets (next page) represent only those growers with \$100,000 or more in sales during the year.

Sales represent both retail and wholesale quantities sold in the calendar year shown. Flowers, plants, or materials purchased from others for immediate resale are excluded from the totals in this report. All data for foliage and

potted flowering plants represent only those items grown, and intended, for indoor or patio use. The value of all crops, except potted foliage, are on a "gross wholesale" basis before deductions for sales commissions or transportation charges. Value of sales at wholesale is an equivalent value of all sales calculated by multiplying the average wholesale price received by the total quantity sold. The value of sales for potted foliage plants is on a "net sales" basis. This value is derived by subtracting the reported cost of plant materials purchased from the total value of all retail and wholesale sales.

The area used for production is defined as the gross area used, including walkways and aisles. The area is counted for each filling with the exception of potted foliage. The area for potted foliage is counted only once if the area is refilled with potted foliage. If the potted foliage production area is refilled with cut flowers, potted flowering plants, bedding plants, or flowering hanging baskets, the area is counted separately for each filling.

Floriculture: Number of Growers, Growing Area, and Wholesale Value, Washington, 1999-2003

Year	Total Number of Growers	Covered Greenhouses			
		Glass	Fiber Glass	Film Plastic	Total
	Number	1,000 Square Feet			
1999	234	2,010	867	6,256	9,133
2000	210	2,093	799	5,991	8,883
2001	197	1,973	565	6,108	8,646
2002	265	2,244	653	7,356	10,253
2003	253	2,173	606	7,130	9,909
Year	Shade and Temporary Cover	Total Covered Area	Open Ground	Expanded Wholesale Value	
				Reported Crops 1/	
	1,000 Square Feet		Acres	1,000 Dollars	
1999	279	9,412	1,191	102,211	
2000	189	9,072	1,208	103,432	
2001	257	8,903	1,369	98,399	
2002	278	10,531	1,675	99,066	
2003	940	10,849	1,721	103,575	

1/ Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of each dollar value range.

Floriculture: Production, Sales, and Price, Washington, 2002-2003

Item	Producers		Quantity Sold		Value of Sales at Wholesale 1/		% of Sales at Wholesale		Wholesale Price		Unit
	2002	2003	2002	2003	2002	2003	2002	2003	2002	2003	
	Number		1,000 Units		\$1,000		Percent		\$/Unit		
Cut Flowers											
Tulips	10	9	29,754	34,525	8,301	9,080	96	96	0.28	0.26	Stems
Other Cut Flowers	14	12	-	-	4,454	5,291	98	97	-	-	Stems
Potted Flowering Plants: 2/											
Chrysanthemums	4	-	17	-	56	-	100	-	3.29	-	Pots
Easter Lilies	5	-	81	-	301	-	100	-	3.72	-	Pots
Poinsettias	29	29	1,471	1,379	5,466	5,251	95	90	3.72	3.81	Pots
Spring Flowering Bulbs	18	15	754	632	1,388	1,184	93	94	1.84	1.87	Pots
Other Potted Flowering	15	13	939	939	1,177	805	99	98	1.25	0.86	Pots
Foliage Plants:											
Potted Foliage	11	10	-	-	1,089	1,324	84	86	-	-	Pots
Foliage Hanging Baskets	14	15	58	88	392	622	85	66	6.76	7.07	Baskets
Bedding Garden Plants:											
Pots: 2/											
Begonias	32	32	371	344	455	501	81	83	1.23	1.46	Pots
Hardy /Garden Mums	32	30	1,490	1,657	1,904	2,698	98	95	1.28	1.63	Pots
Geraniums (Cuttings)	48	47	2,606	3,149	4,073	5,071	83	86	1.56	1.61	Pots
Geraniums (Seeds)	16	17	439	470	413	494	72	77	0.94	1.05	Pots
Hostas	26	28	230	288	736	889	94	91	3.20	3.09	Gal.
New Guinea Impatiens	31	31	308	307	524	508	56	57	1.70	1.65	Pots
Impatiens	30	26	689	445	597	409	75	63	0.87	0.92	Pots
Marigolds	23	21	561	267	434	199	95	91	0.77	0.75	Pots
Pansy/Violas	26	23	3,265	1,952	2,155	1,308	95	92	0.66	0.67	Pots
Petunias	40	35	1,459	966	1,183	732	87	80	0.81	0.76	Pots
Other Flowering/Foliar	43	43	10,382	9,332	12,512	10,177	93	90	1.21	1.09	Pots
Other Herb. Perennials	44	43	7,831	8,746	13,919	17,842	98	98	1.76	2.04	Gal.
Vegetable Type 3/	38	35	2,453	1,726	2,420	1,861	93	90	0.98	1.08	Pots
Flats:											
Begonias	24	22	29	27	293	260	95	71	10.10	9.64	Flats
Geranium (Cuttings)	5	5	8	27	169	443	85	95	21.11	16.41	Flats
Geranium (Seeds)	7	5	7	2	113	22	97	96	16.16	10.85	Flats
Impatiens	33	31	112	85	1,108	1,017	93	89	9.89	11.96	Flats
Marigolds	35	30	100	69	1,039	813	94	89	10.39	11.78	Flats
Pansy/Violas	25	28	111	112	1,169	1,551	97	97	10.53	13.85	Flats
Petunias	42	39	236	203	2,391	2,489	87	85	10.13	12.26	Flats
Other Flowering/Foliar	40	36	526	441	4,950	5,041	86	85	9.41	11.43	Flats
Vegetable Type 3/	34	32	123	144	1,085	1,437	94	95	8.82	9.98	Flats
Hanging Baskets											
Begonias	19	17	25	26	349	310	95	91	13.95	11.91	Baskets
Geranium (Cuttings)	35	36	57	56	642	672	86	84	11.26	12.00	Baskets
Geranium (Seeds)	5	3	4	3	56	40	76	76	14.04	13.44	Baskets
New Guinea Impatiens	19	14	35	17	388	188	96	94	11.09	11.05	Baskets
Impatiens	24	15	12	10	112	93	80	79	9.35	9.34	Baskets
Pansy/Viola	4	4	2	3	12	19	83	61	5.89	6.28	Baskets
Petunias	30	26	35	37	287	342	87	90	8.20	9.24	Baskets
Other Flowering	41	34	316	207	3,751	2,718	87	81	11.87	13.13	Baskets

- Data not available.

1/ Equivalent wholesale value of all sales. Value for potted foliage plants is the gross value of all sales less the cost of plant material purchased from other growers for growing on.

2/ Wholesale price is weighted average value of pots less than five inches and pots greater than five inches.

3/ Does not include vegetable transplants grown for use in commercial vegetable production.